

# InFocus: EDI Integraion

Using technology as the catalyst for change.

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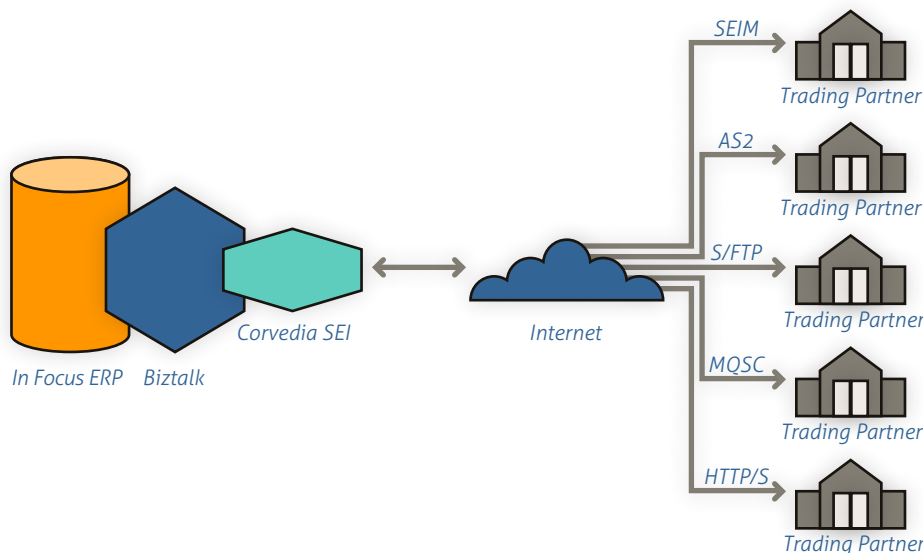
Simplifying + centralizing business functions.

InFocus is the industry leader and industry pioneer in electronic display technologies. Although InFocus continued to deliver the most innovative technologies, as competition intensified from many large diversified electronics companies, portions of the market were commoditized and channels disrupted.

In 2009, InFocus embarked on a Business Transformation initiative to drive major strategic change to its global business strategy, processes and information technologies. The main concept was business simplification and centralization of business functions. The transformation was enabled using technology as the catalyst for aggressive and innovative changes through the adoption of a comprehensive ERP, CRM and collaboration technology framework.

The project impacted nearly every function and process within InFocus: sales in EMEA, Asia and the Americas; global logistics; global service operations; global supply chain planning and purchasing; and a concentration of financial processes and control. Launching in September 2009, the "New InFocus" has a dramatically different operational footprint and attitude, leaving behind much of the "baggage" inherent in inflexible legacy systems.

As part of their company transformation, InFocus identified an opportunity to modernize their business-to-business ecommerce integration infrastructure.



Integrating InFocus' ERP System (Dynamics AX) to trading partners directly over the internet provided significant cost savings, improvements in performance and simplified the solutions landscape

## The Solution.

WaveQ analyzed, planned, and implemented the migration of InFocus from WebSphere MQ via a dedicated circuit to an internet based interchange solution for InFocus EDI trading partners. Integrated this standards based solution with Microsoft Biztalk, the WaveQ team concurrently resolved long standing issues of performance and reliability in the environment. Larger providers were migrated from FTP to AS2 connectivity to provide higher reliability and immediate interchange of critical data. Trading partners who opted to stay with their current VAN were accommodated via bridge connectivity.

## Paying back in spades.

WaveQ implemented the new infrastructure with the trading partners, the interchange provider, and business and IT support team members. The resulting infrastructure reduced the number of transports supported by half. InFocus could retire dedicated telecommunications infrastructure including routers and point-to-point circuits with minimal interruption to operations. Overall operational expense was reduced by 70% with an anticipated 9-month payback. Operationally, messages are exchanged on a near real time basis allowing commerce to flow 24x7 full speed.